I. Bushland called to order the meeting at 7:05pm ED

II. Roll Call
Present: Dave Bushland, Lauren Lieberman, Dave Reiff, Oral Miller, Jim Mastro, Michael Bina, Chris Jordon, Michael Elliott and Trischa Zorn-Hudson
Absent: Gary Remensnyder and Tracie Foster
Staff Present: Mark Lucas

III. President’s Welcome /Overview of Agenda
Bushland welcomed and thanked Board members for taking the time to be on the call. Bushland informed the Board of the new Chairs for each committee as follows:
- Finance: Gary Remensnyder
- Fundraising: Michael Bina
- Strategic Direction: Tracie Foster
- Nominating & Governance: Chris Jordan
- Bylaws Ad-Hoc: Michael Bina
- Youth Ad-Hoc: Lauren Lieberman

Bushland requested that if a Board member was not yet on a Committee, to please reach out to the Chair of the committee that you may be interested to work on.

Further, Bushland updated the Board on the USABA “tag line” initiative. Staff created a tag-line: “Beyond Vision” only to learn another agency is using it. Therefore, USABA is back to square one in developing a slogan/tag line.
Disabled Sports USA produced a video that included Chris Jordan’s daughter. It was recommended that USABA might consider producing a similar marketing tool.

Bushland briefed the Board on the annual markers of the Executive Director which are in alignment with the strategic plan including revenue generation, outreach & sports programming, goalball development and education.

Finally, Bushland informed the Board that he and Lucas have been having weekly phone calls that have been very helpful in keeping the lines of communications open.

IV. Approval of Minutes
Motion to approve the Board of Directors minutes from November 16-17, 2012 made by Jordan and seconded by Lieberman. There being no objections, the minutes from the November 16-17, 2012 APPROVED unanimously by the Board.

V. Executive Director’s Report: Lucas
Lucas reported to the Board USABA’s 2013 1Q marker progress as follows:

REVENUE: Annually generates a minimum of 1 million in revenue and a minimum of 20k to endowment fund. YTD grants/sponsors received/pledges; 400k

Lucas informed the Board that the donor newsletter will be mailed to all donors by April 15, 2013. Further, the Common Sight, Common Vision date is set for November 22. The Golf Tournament date is set for August 16, 2013 in Colorado Springs and is anticipated to bring in 5k.

Lucas informed the Board of new partnerships that include the following organizations:
Lucas reported that YTD 1Q Grants/Sponsor USABA has received is 200k. He reported that he personally had asked 5 individuals to include USABA in their will. Lucas also reported that he added 5k new dollars in 1Q ‘13 to USABA’s long-term investment.

OUTREACH & SPORTS PROGRAMMING: Lucas reported through the Daniels Fund, 4 new partners and 8 new programs were implemented for youth in Colorado reaching an estimated 100 children in the sports of track, goalball, swimming and judo.

Expanded USABA’s sport club with 11 partners nationwide providing local sport opportunities to include 400 additional youth participants. Provided support to local clubs and sports camps that will provide sport opportunities to 500 children who are visually impaired.

Lucas further informed the Board several other events:
  o Learn to Race Cycling Camps: May and September in Colorado Springs, CO
  o Adaptive Rowing Camp: May in Oklahoma City, OK
  o IBSA World Youth Championships/Pan Am Games: July in Colorado Springs
  o The California International Marathon: December in Sacramento

GOALBALL DEVELOPMENT: Lucas informed the Board that the Women’s National Team finished 4th in the Pajulahti Games in Finland and conducted a March training camp, which 4 developing athletes attended.
The Men’s National Team had a camp in February that included 4 developing athletes and will play in the Lithuania Invitational in May. Further, the educational/coaching goalball videos are scripted and are planning to go into the video production phase soon.

Lucas informed the Board that goalball regional tournaments in Detroit and Portland have taken place with 2 more regionals to be held with Nationals being in Vancouver in June 2013. The preparations for the Pan Am Games are ongoing with qualifying tournaments for the 2014 World Goalball Championships.

Lucas informed the Board that John Potts has been added to IBSA Goalball Subcommittee as Secretary. A 25k Taraflex Goalball floor will be installed in April at the Colorado School for the Blind gym.

**EDUCATION:** Lucas informed the Board that USABA has been promoted in more than 15 outlets reaching more than 690,000 people in 1Q. In 2013, it is USABA’s goal to increase our Facebook “likes” from 1,000 to nearly 1,500.

Further, there are 23 partnering agencies collaborating with USABA on the WellPoint National Fitness Challenge. Lucas discussed the impact that the program is having on blind and VI youth.

Finally, Lucas will be recognized as American Optometry Association ‘13 Distinguished Person of the year in San Diego in June 2013.

**VI. Committee Reports**

**Finance & Audit Committee:** Bushland for Remensnyder
2012 Unaudited budget

Total Revenue: $934,785
Total Expense: $932,458
Total Revenue deferred to 2013: $84,250
U.S. Olympic Foundation $292,868 as of February 28, 2013 (added 5K in March)

Waugh and Associates will conduct 2012 audit on USABA commencing April 1, 2013.

Fundraising Committee: Bina informed the Board that the other Board members and staff who are serving on this committee are Gary Remensnyder, Ryan Ortiz and Mark Lucas. Bina stated that the committee as a whole has not met; however, the chairman has had numerous interactions with USABA staff developing a plan and strategies for this fiscal year. A committee meeting will be held within the month.

Bina further informed the Board that one of the focuses of the committee’s work has been exploring ways to expand USABA’s reach using direct mail as a means to increase “friends” with the intent that “funds will follow.” Other non-profits that successfully utilize direct mail initially invested in a direct mail company as a means to expand their donor base. Often it is the individual who was a direct mail contributor for years, who after establishing a solid relationship with the organization, becomes a “deep pocket” donor and ultimately one who makes a significant bequest through their estate. Experience shows that it takes at least two years to recoup the investment in an expanded direct mail program. Efforts will continue to explore this as an improved source of revenue generation. Almost all non-profits contract with firms that specialize in direct mail to maximize outcomes as typically the resident expertise, capabilities, and time to make direct mail profitable within the organization does not exist.
Bina further informed the Board that Lucas, Ortiz and Bina have been in discussion with Lewis Direct, a Baltimore firm that Bina has previously and currently employs and which many national blindness non-profits use. These include the American Printing House for the Blind and Guide Dogs for the Blind (San Rafael). Because USABA does not have sufficient revenues to increase direct mail expenses, the committee has been attempting to secure a foundation or corporation to provide the necessary "seed money." This effort will continue. Lewis Direct has agreed to greatly discount its services if USABA decides to contract with the company.

Bina informed the Board that Lucas has implemented a planned giving initiative to expand USABA’s endowment. Lucas is targeting key USABA friends who were instrumental in founding the organization and those who have made major commitments to it. A list of major foundations and corporations has been developed and the committee intends to assist the staff expanding the pool of potential benefactors.

Finally, Bina stated that the committee is very open and interested in ideas and suggestions from other Board members regarding ideas and leads who the staff could contact.

**Strategic Direction Committee:** Foster absent. Lucas informed the Board that Foster would like to have a phone conference during the 2nd quarter in order to provide update to the Board on the progress of how the implementation of the strategic plan is going.

**Nominating & Governance Committee:** Jordan informed the Board that the other members of the committee were Bushland, Lucas, and Foster. Jordon also stated to the Board that the committee has not met as a whole, but he has had a number of conversations with Lucas during this 1Q discussing the roles and
responsibilities of the committee, and the two open board positions.

Lucas has approached John Samuelson who was the CFO for the USOC and the Colorado Trust about the possibility of serving on the board. The timing was not good for Samuelson at this time however he is open to the possibility in the future. Samuelson also mentioned he would assist USABA in leveraging any of our foundation grant proposals where he may have a relationship with the funder.

Further, Lucas has approached Betsy Gibson, Director of Global Complex Service for Verizon about the possibility of serving on our board. Lucas and I continue to have discussions with Gibson about the mission, roles and responsibilities, governance, of USABA.

Also, Jordon told the Board that he will be reaching out to Danelle D’Aquanni Umstead about the possibility of serving on our board in one of the athlete positions. D’Aquanni is a Paralympic skier who won 2 bronze medals in Vancouver and is currently training along with her husband Rob (guide) for the 2014 Sochi Paralympic Games.

Finally, Jordon informed the Board in light of the recent amendments to our bylaws during the December 2012 board meeting he will be making some minor recommendations to the Bylaws Ad-hoc committees which are minor language changes to our existing bylaws. Further, Jordon requested from the Board if anyone had any names for potential Board members to please forward their contact information on to him.

**Bylaws Ad-Hoc Committee:** Bina informed the Board that with the Bylaw amendments from the November meeting that a cleanup of the Bylaws will be done in order to distribute the
revised document to the Board prior to the next Board meeting.

**Youth Ad-Hoc Committee:** Lieberman informed that many summer sports camps are under way for this summer. The entire list can be found on the APH web site.

Lieberman informed the Board that USABA will be hosting a link to “Tips for Coaches” to help after school sports coaches include VI children onto their teams. This is being created to support the government initiative to improve the opportunities for children with disabilities to be on their sports teams. Matt Simpson along with Paralympic Athletes, and Matt Mescall from Maryland School for the Blind, Justin Haegele from Ohio State University, Matt LaCortiglia, and Megan O’Connell from Perkins School will be writing the coaching tips. Our hope is to have the tips done and up on the web site by June or so in time for the coaches to learn more and be ready to include their students by fall.

Lieberman stated to the Board that Lucas and Lieberman wrote an article in The Journal of Physical Education, Recreation and Dance. The article is about sports camps and USABA and how we are all supporting the government initiative that encourages more children with disabilities to be part of an after school sports team. The article is part of a larger feature on the same topic.

Finally, Lieberman informed the Board that the AER International Conference will be held July 30 through August 3\textsuperscript{rd} 2014 in San Antonio, TX. AER personnel Lou Tutt and Pat Leader would like a theme of the conference to be about physical activity for people with VI.

**VII. New Business**

Miller informed the Board that the IBSA General Assembly will be held at the end of August 2013 in Copenhagen, Denmark. He
further stated that the IBSA World Championships will be conducted in May 2015 in Seoul, South Korea.

VIII. Adjourn
Motion to close the meeting was made by Bina and seconded by Mastro. There being no objections, the meeting was adjourned at 8:20pm EST.